

Subject: Re: Market Performance/Notes
From: Donald Duckworth <duckworth.donald@gmail.com>
Date: 07/24/2016 11:59 PM
To: Cynthia Rogers <westchester.cfm@gmail.com>
CC: Edgar Saenz <edgar.allen.saenz@gmail.com>, Les Watt <les@blacktievalet.com>, Ralph <redown@ca.rr.com>, Miki Payne <Miki@hbdrollinger.com>

Good report. Thank you. Looking forward to your financial report. Thank you all.

On Jul 24, 2016 6:16 PM, "Cynthia Rogers" <westchester.cfm@gmail.com> wrote:

We received 34 coupons so we gave \$170 of \$680 back to the vendors today w the remaining cash of \$510 be deposited in our Sunday -WCFM bank acct ...I'll send along an updated sales spreadsheet tomorrow'ish that shows line item by line item revenue taken in versus what's credited back. And onward we go ..catch you all soon with more info ..time to strike up the barbecue! :)

Sent from my iPhone

On Jul 24, 2016, at 5:53 PM, Les Watt <les@blacktievalet.com> wrote:

Great report Cynthia. How many coupons are a part of the \$680 number?

From: Cynthia Rogers [<mailto:westchester.cfm@gmail.com>]
Sent: Sunday, July 24, 2016 4:57 PM
To: Les Watt; Miki Payne; Donald Duckworth; Edgar Saenz; Ralph
Subject: Market Performance/Notes

Hi all,

We did **\$680** today so far less than our Grand Opening at \$1200. I'm not sure if this is an indicator that the market with average around 600/700 or whether this is due to the extreme heat and also the tendency of dip after a big event. I think after 4 to 6 weeks we'll have a clear indication of our weekly average. Couple notes:

- **Vendor Development** - we added 3 new vendors today (two new farmers, 1 packaged food vendor); moving forward, we should continue to add but need to be cautious (main thing is we need those that join the market to stay with us to keep morale and word of mouth strong); it's a balance but I feel positive about making steady additions over next stretch of 6 to 8 weeks. Incoming targets: coffee, fish vendor, couple package and prepared food vendors with maybe one or two new farmers (we have to be really careful to support the farmers we have - make sure they do well and stay ...that said I have a line on two really great farmer additions that we should be able to add over August and September).
- **Logistics** - we streamlined everything today, all equipment (including the street barricades are in our on-site storage); we also streamlined the process with having power washing immediately following the breakdown of the market; all up, our on-site porter no longer needs to truck in our street barricades which frees up his truck to bring the power washing equipment in the morning ..that ..along with the shift in the breakdown/a staggered approach to clean up (the porter actually begins power washing at 3:30/45 with half the market packed up and gone and works in parallel as the others pack up and leave thereby allowing the porter to wrap up everything and clean the grounds by the street's opening at 5pm). All up, we are hoping with the power washing immediately following the close of the market we will reduce any chance for store fronts complaining as there is no lapse btw the closing and the completion to the maintenance.
- **On-Site Entertainment & Activities** - our train/face-painting and balloons are all self sustaining (they charge for the services and we get the benefit of their presence without a cost to us); petting zoo - today we got a petting zoo to come in and charge (so no cost to us) but they had to leave an hour early due to the fires and their ranch being in the evacuation zone (so all up ...not sure just yet how well they did and/or if they will be available to come back) ...more on that as I find out more info; our music ..we are set for next handful of weeks and only need to supplement around \$20 a market day to incentivize the musicians to come out.
- **Special Events Calendar** - just a heads up that I'm working with Miki and a handful of community orgs to move forward with our special events calendar; next up in August will be doing a Health and Wellness event (a week before Jet to Jetty; will also be on-site for the Jet to Jetty race), September the market as a whole turns 23 which is a great opportunity to do a Anniversary celebration (working with the Historical Society to do a tie-in with vintage photos of the farmers market from it's early days in the Triangle along with a bunch other

super-sized happenings for the day; October (halloween fun), November (Thanksgiving Harvest Fest), and in December a Winter Fest (with Santa and other tie ins).

- **Expenses** - I'll be doing up our full breakdown with all the purchases with invoices/receipts over next two days; more on that tomorrow'ish with a full breakdown.

k all, that's what I have for now, cute pic attached ...Margie Hanson won the raffle basket of goodies today,

Here anytime,

Best,

Cynthia

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Cynthia Rogers

Westchester Farmers' Market

Operations & Market Management

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